

Tourism Board Meeting
May 11, 2006
DDA Conference Room

Board Members Present: Anil Patel, Dale Castiglione, Lawrence McFall, Sarah Latham, Wayne Oakes, Tim Mantooth and Laurie Moran

Board Members Absent: Phil Mays and Jimmy Farlow

Others in attendance: Rosalee Maxwell and Julie Allen

Lawrence McFall called the meeting to order.

Sarah Latham moved to approve the minutes of the April meeting, Anil Patel seconded. Motion passed.

Committee Reports:

Communications Committee: The promotion for See America Week, May 13-21, will occur with WAKG, WBTM, WILA, City TV-20, Danville Register and Bee, Borderline, Chamber Connection and Piedmont Shopper. The schedule of events and trivia contest entry form are on the visitdanville.com website. The committee will meet on a quarterly basis versus monthly.

History Committee: The research report on Danville's historic assets is nearing completion. The History Committee recommends that Heritage Tourism (promotion of Danville's historic and heritage assets) be one of a couple of main marketing focuses for the Tourism Division. The Institute for Advanced Learning and Research is developing a Heritage Danville program.

Hospitality Committee: Events relating to the Godspeed Sail start May 27 in Alexandria. The project was rewarded with a Tobacco Commission grant April 27 allowing full participation during the sail. Southern Virginia representatives will be on site at each port. A Southern Virginia website, travelsouthernva.com, will be online by the end of May, and a toll-free number will provide a vehicle to request additional information about Southern Virginia. (Danville is one of the eight partners for the project.) From July 1, 2005 – April 30, 2006, 52,246 people have received assistance through the Danville Welcome Center. From July 1, 2005 – April 30, 2006, 44,214 unique viewers have viewed 235,080 pages on visitdanville.com.

Old Business -

Upon the History Committee's recommendation, Sarah Latham moved that the Tourism Board support the promotion of Danville's historic assets and heritage as one of two main marketing focuses. Wayne Oakes seconded. Motion passed.

New Business –

- Danville Register & Bee will run a Hometown Hero column to generate interest for the Veteran Memorial and the opportunity to purchase bricks.
- Rosalee Maxwell received the Travel Marketing Professional designation from Southeast Tourism Society.
- Upcoming events: May 12-14 – NC Region SCCA at VIR; May 12 – Jazz on the Patio (fundraiser for DDA); May 13 – Jo Dee Messina with Josh Gracin concert; May 13-21 – See America Week activities at the Danville Welcome Center; May 19-20 – Pigs in the Park; May 19-21 – Festival in the Park; May 20 – Nestle 5k, Spring Pops Concert (Danville Symphony Orchestra); May 27-28 – US Eastern MX Spring Series at Birch Creek Motorsports; May 27 – Enchanted Museum exhibit opens at Danville Science Center; June 2 – Friday at the Crossing – UBU, Hot Air Balloon Glow; June 3-4 – Danville Register & Bee Sky Fest/Air, Car and Motorcycle Show and Hot Air Balloon Rally; June 3 – Kids Fishing Derby, Southern ATVA Extreme Dirt Track at Birch Creek Motorsports; June 8 - Summer Fest '06 (fundraiser for Danville YMCA and Danville Life Saving Crew)

Meeting adjourned.

The next Tourism Board meeting will be held on June 8, 2006, at 3:30 p.m. in the City Hall Conference Room.